

# Sonoma County Grape and Wine Production

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Sonoma County  
Winegrape Commission  
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February 10, 2007





**Location**

**Heritage**

**Climate**

**Spirit**

**Soil**



**Sonoma County**

**GRAPES**



## Location

valley floors,  
rolling hills, tree-lined  
mountain sides...  
each a perfect site for wine  
grapes with character

## Heritage

## Climate

## Spirit

## Soil



Sonoma County

GRAPES

**Location**

**Heritage**

**Climate**

long, sunny, temperate days  
...summer-morning fog...

Cool nights...the perfect  
growing season for wine  
grapes

**Soil**

**Spirit**

**Sonoma County**

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**Location**

**Heritage**

**Climate**

**Spirit**

**Soil**  
rich and loamy,  
volcanic and well drained...  
distinctive and  
nurturing...the perfect natural  
chemistry for growing  
wine grapes



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**Location**

**Heritage**

birthplace of Northern California  
viticulture...generations  
committed to the land...  
the perfect marriage of  
family and soil for growing  
wine grapes

**Climate**

**Spirit**

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**Location**

**Heritage**

**Climate**

**Soil**

**Spirit**

care and attention for  
the vine...patience and balance in  
the cellar...reflection in the  
bottle...the perfect teaming of  
grape grower and winemaker



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# Sonoma County

**TOTAL ACRES**

**1,050,000**

**VINEYARD ACRES**

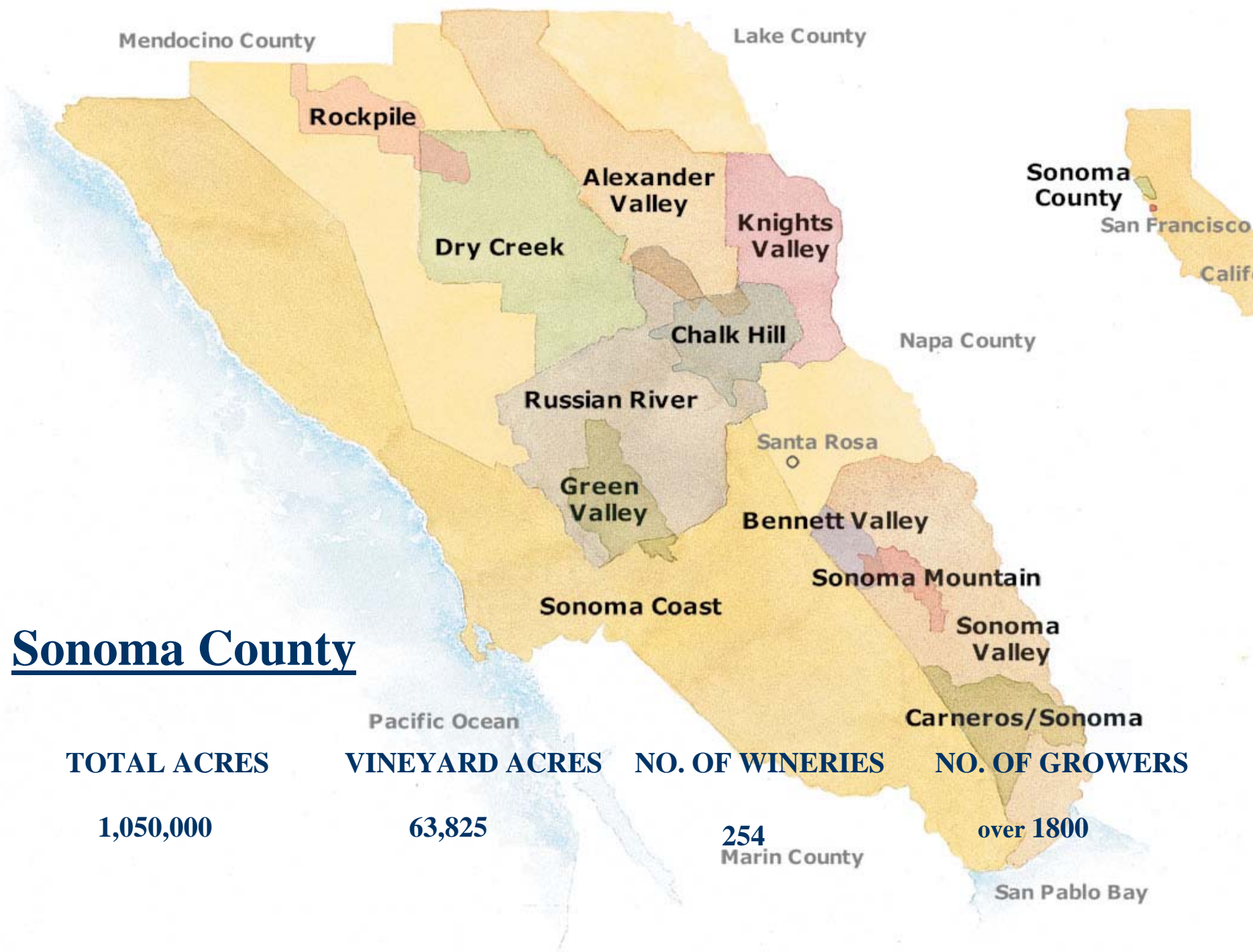
**63,825**

**NO. OF WINERIES**

**254**

**NO. OF GROWERS**

**over 1800**





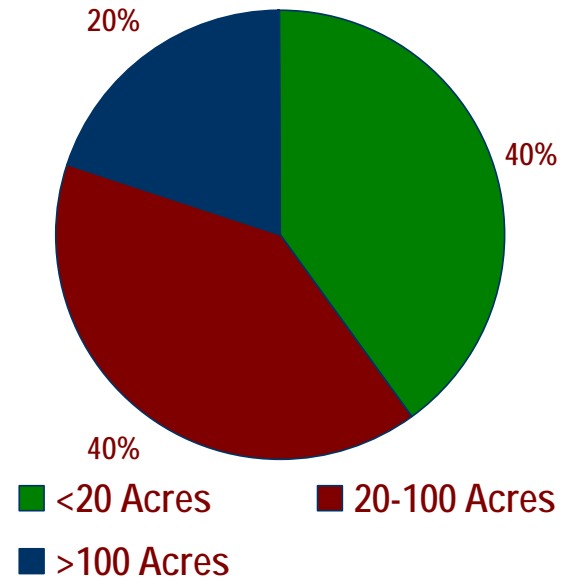
# Value of Grape Production to Our County

- Grapes generate 68% of Sonoma County farm revenues, totaling \$432 million (2005)
  - Lower yields and prices in 2003 & 2004 compared to 2001 & 2002 resulted in \$125 million less in grape sales
  - Higher yields in 2005 resulted in \$122 million higher grape revenues than in 2004
- Economic value generated by Sonoma County wine and related businesses totals \$8.2 billion/yr (MKF 2005)
- Grapes and wine provide economic growth while preserving agricultural lands

# The Sonoma County Grape Growers

- Vineyards are small and owned privately, many by family corporations
- 40% of growers have vineyards less than 20 acres
- 80% have vineyards less than 100 acres
- Grape production is the only crop to profitably support numerous small farming operations

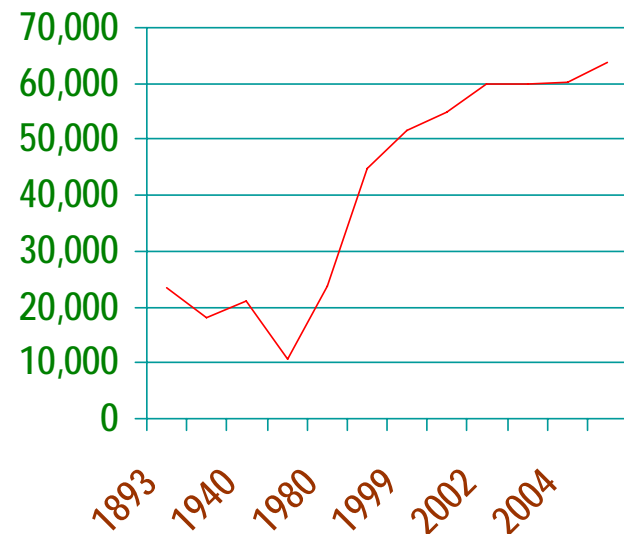
**Sonoma County  
Grape Grower Acres**



# Sonoma County Winegrape Production – 1893 to 2005

- Market forces control vineyard acres.
- Sonoma County grape acres fluctuate with market prices
- Sonoma County produces grapes for the premium wine segment (>\$15/bottle)

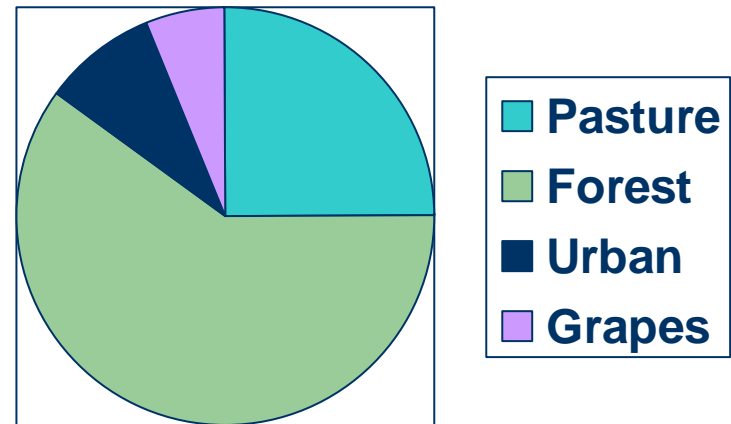
Sonoma County  
Grape Acres



# Sonoma County Vineyard Acreage

- Grapes grow on 6% of Sonoma County's land area
- Urban areas occupy over 9% of the land area

% County Land Area



# Sonoma County Grape Production

Variety	Acres	Tons	Price/Ton
Chardonnay	16,100	73,800	\$1592
Cabernet Sauvignon	12,700	45,600	\$2305
Pinot Noir	11,100	26,900	\$2129
Merlot	7,400	31,600	\$1592
Zinfandel	5,800	17,900	\$2306
Sauvignon Blanc	2,700	12,700	\$1435
All Others	8,000	22,400	

# Sonoma County Wineries

Cases (1000)	<5	5 to 10	10 to 25	25 to 50	50 to 100	<b>Sub- total</b>	>100
# Wineries	101	21	46	16	19	<b>203</b>	38
Grape Acres Required	970	600	3100	2300	5500	<b>12500</b>	

# Sonoma County Wineries

- 5 Wineries sell more than 1 million cases
  - Wines are distributed internationally
  - Available at local retail and restaurants
- The vast majority of wineries (168) are small with fewer than 25,000 cases
  - Direct sales are key to their success



# Sonoma County Winegrape Commission - Mission

- *Increase the value of Sonoma County winegrapes and nurture and protect this agricultural resource for future generations*

# Sonoma County Winegrape Commission

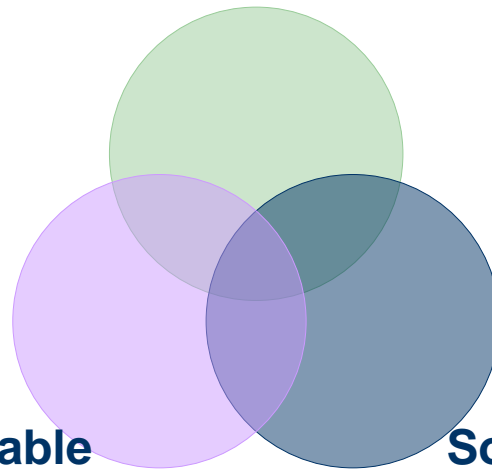
- Mandatory assessment on grower grape sales
  - 0.5% of gross sales
- Primary objective is to market Sonoma County grapes and wines
- Secondary objective is education

# Sonoma County Winegrape Commission

- **Primary marketing objectives of the Commission are:**
  - Solidify Sonoma County as one of the world's premier wine growing regions
  - Showcase the quality and variety of Sonoma County winegrapes.
  - Distinguish Sonoma County and its AVAs from other wine regions
  - Expand use of Sonoma County on wine labels.
  - Build demand for Sonoma County winegrapes.

# Sustainable Winegrowing Program

**Environmentally Sound**



**Economically Viable**

**Socially Equitable**

# Sustainable Winegrowing Program

- Voluntary Grower Self-Assessment
  - Workshops attended by over 300 Sonoma County growers
  - Assessments submitted by 262 growers representing 30% of all grape acres for inclusion in statewide database.
- Chapters include Pest Management, Human Resources, Neighbors & Community, Energy Efficiency, Ecosystem Management, Air Quality
- Sonoma County has greatest grower participation in the state

# Sonoma County Grower Self-Assessments

Number of Distinct Vineyard Enterprises	313 enterprises
Number Of Vineyard Enterprises that Submitted Results	262 enterprises
Total Acres from 262 Enterprises Assessed and Submitted	18,928 acres

# Targeted Education

- Integrated Pest Management
- Erosion and Sediment Control
- Vineyard business seminars
- Vineyard employee education (Spanish)

# Challenges Growers Face

- Keeping grape production in balance with wine demand
  - Low grape prices when overproduction occurs
- Imported wines
- Consolidation – Fewer grape buyers
  
- Satisfying wine consumers



Visit us in Sonoma County!

[www.sonomawinegrape.org](http://www.sonomawinegrape.org)

Thank You